



**Missouri Travel Barometer
November 2015 Report
(Data available as of 12/11/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

November Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through October

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy while other states are showing stronger growth in Demand, ADR and RevPAR.

Missouri Lodging:

Demand up 3.5% -- Occupancy up 2.9% -- ADR up 3.9% -- RevPAR up 6.9%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through September

- For FY15, a 6.42% (\$749.2 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- For CYTD15, a 6.39% (\$573.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Sept
- Sept 2015 saw a 5.5% (\$57.6 million) sales revenue increase compared to Sept 2014

Website Visits: 2015 Calendar Year to Date through November

- Total web visits (main site and mobile visits) were up 15.6% for Nov CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 6.5% for Nov 2015 compared to Nov 2014
- Blog web visits were up 456.4% for Nov CYTD compared to the same period in 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through November

- 169,122 responses for 2015 YTD – an increase of 39%
- Expansion Markets are showing the largest percentage of growth—140% YTD

Welcome Center visits: 2015 Calendar Year to date through November

- For CY 2015 the centers are down 12.2% for November CYTD compared to the same period in 2014
- For the month of November only compared to last November, there was a 2.9% increase

Commercial airport deplanements: 2015 Calendar Year to Date

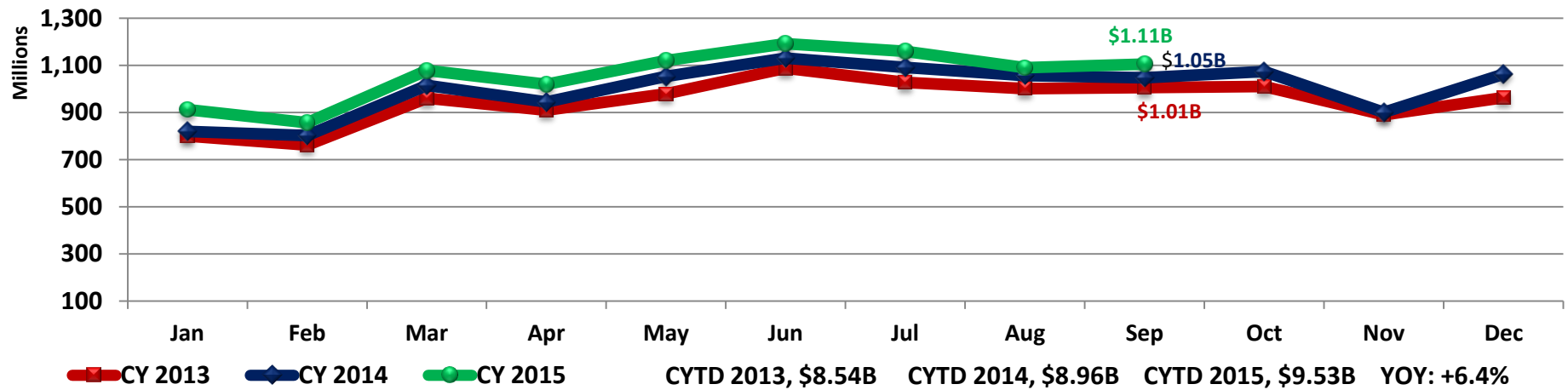
- Columbia up 23.9% for Jan – Nov 2015
- KC up 3.5% for Jan – Oct 2015
- All airports up 2.7% for Jan – Aug 2015

nSight-Searches and Bookings on third-party travel websites

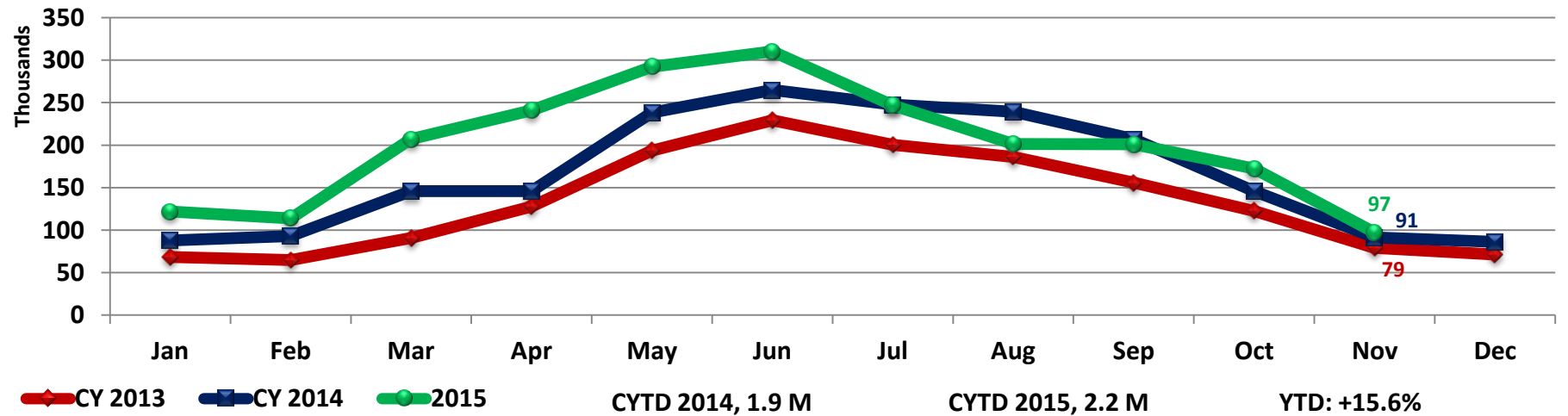
- Conversion for travel (Booking) to Missouri across third-party sites was up 9.94% for Nov YOY
- Top booking cities for Nov YOY were KC, Chicago, St. Louis, Denver, Dallas, Houston, Springfield, Austin
- Top searching international cities for next 60 days: Toronto, Buenos Aires, Singapore, Seoul, Bogota
- Volume for third-party travel site searches for Dec 1 – Jan 31 shows 12.18 million searches for Missouri

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

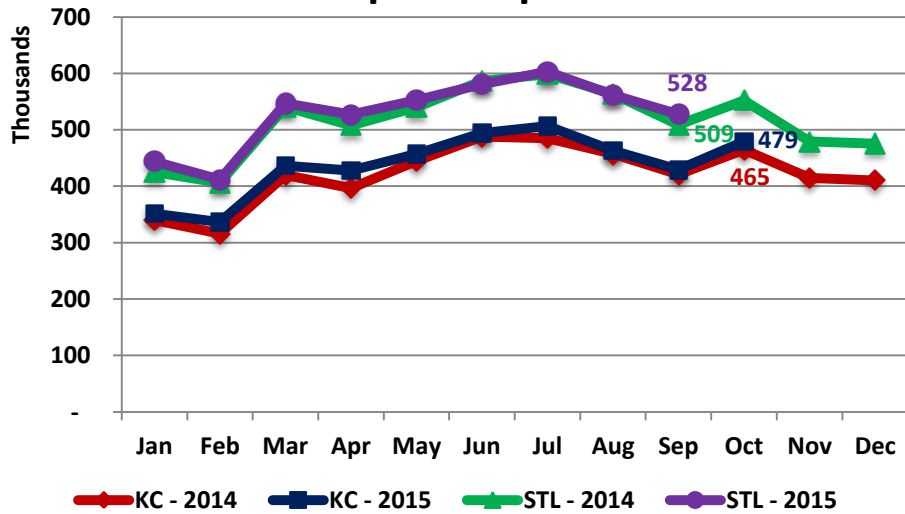
Sales Revenue from 17 Tourism SICs



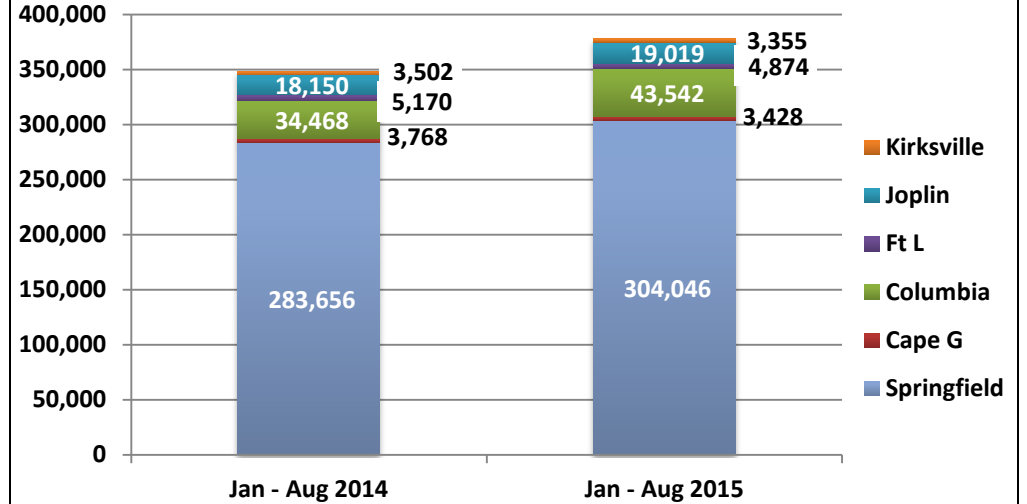
Total Web Visits



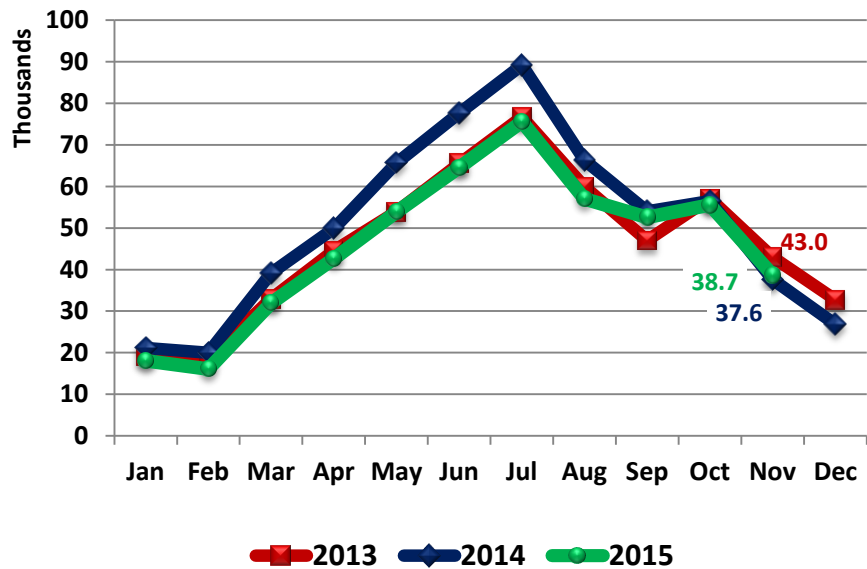
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

